



JUSTIN, 31

DEMOGRAPHICS



Rents a 1 bedroom apartment in uptown Atlanta with his partner. Saving to buy a home next year.



Works 40 hours a week in a 5 star hotel as a superintendent with a net income of \$120,000.



Recently engaged to his boyfriend of 5 years with plans to marry in NYC in the winter.



Graduated from a community college with honors and held office in 3 on-campus clubs.

BEHAVIORAL IDENTIFIERS



Hobbies include vegan cooking, yoga, monthly massages, playing the drums, volunteering, drinking cocktails and watching local plays.



Prefers to call for customer service and support. Values follow up summary emails and easy to read directions.



Wants free shipping on large orders. Values quality and privacy. Extremely brand loyal. Prefers email marketing.



Shops online between 9am-3pm and makes multiple returns. Uses Paypal at checkout.



Owns an iPhone and tablet. Shops on this tablet with referrals from email marketing and promotions.



Travels in the USA twice a year to visit family in Maine and California. Prefers long road trips and holiday travel.



Personal goals to become a general manager within 4 years and to purchase a suburban home after his wedding and honeymoon.



Cooks very healthy and with local products. Has great self care and is very active.